

## INFORMATION DISCLOSURE STATEMENT

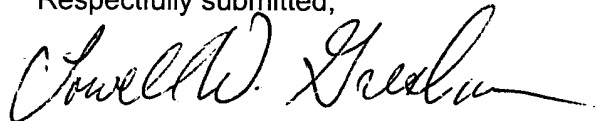
TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

Your applicant, Kenneth J. Ouimet, inventor of *STRATEGIC PLANNING AND OPTIMIZATION SYSTEM*, application for which is submitted concurrently herewith (M&G Docket 2297-050CON), in accordance with 37 C.F.R. §1.56, submit the references listed on the attached forms PTO/SB/08A and PTO/SB/08B to the attention of the Examiner for consideration in connection with the examination of the above-identified patent application.

The above-identified patent application is a continuation of "*STRATEGIC PLANNING AND OPTIMIZATION SYSTEM*," Serial No. 09/951,334, filed 10 September 2001 (the Parent Application), which is a continuation-in-part of U.S. Patent Application Serial No. 09/084,156, filed 21 May 1998, now U.S. Patent No. 6,308,162, which claims the benefit of U.S. Provisional Application No. 60/049,948, filed 21 May 1997 and U.S. Provisional Application No. 60/049,826, filed 21 May 21, 1997. Copies are omitted as set forth in 37 CFR 1.98(d) for the following cited documents listed on the attached forms PTO/SB/08A and PTO/SB/08B, which are already of record in the parent application.

It is respectfully requested that the Examiner indicate consideration of the cited references by returning a copy of the attached form PTO/SB/08A and PTO/SB/08B with initials or other appropriate marks.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Lowell W. Gresham", with a long, sweeping horizontal line extending to the right.

Lowell W. Gresham

Attorney for Applicant

Registration No. 31,165

31 July 2003

MESCHKOW & GRESHAM, P.L.C.

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Application Number	
Filing Date	
First Named Inventor	Kenneth J. Ouimet
Art Unit	
Examiner Name	
Attorney Docket Number	2297-050CON

Sheet 1 of 2

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	1	US- 5,655,118	08/1997	Heindel et al.	
	2	US- 4,887,218	12/1989	Natarajan	
	3	US- 5,521,814	05/1996	Teran et al.	
	4	US- 5,630,070	05/1997	Dietrich et al.	
	5	US- 5,754,857	05/1998	Gadol	
	6	US- 5,946,662	08/1999	Etti et al.	
	7	US- 5,963,911	12/1989	Walker et al.	
	8	US- 5,377,095	12/1994	Maeda et al.	
	9	US- 5,442,730	08/1998	Bigus	
	10	US- 5,767,848	06/1998	Matsuzaki et al.	
	11	US- 5,950,170	09/1999	Pan et al	
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**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

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**INFORMATION DISCLOSURE  
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(Use as many sheets as necessary)

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)		<b>Application Number</b>			
		<b>Filing Date</b>			
		<b>First Named Inventor</b>		Kenneth J. Ouimet	
		<b>Art Unit</b>			
		<b>Examiner Name</b>			
<b>Sheet</b>	2	<b>of</b>	2	<b>Attorney Docket Number</b>	2297-050CON

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	1	DAUER & KRUEGER, "A Multi-Objective Optimization Model for Water Resources Planning," Appl. Math. Modeling, 1980, Vol 4 June, Pages 171-175	
	2	GROSS & TALAVAGE, "A Multiple-Objective Planning Methodology for Information Service Managers; Information Processing & Management", vol 15 pp 155-167, Jan 1979	
	3	VENKATARAMAN & NATHAN, "Master Production Scheduling for a Process Industry Environment: A Case Study," Bell and Howell, Copyrighted 2000	
	4	RAY et al, "Master production scheduling for a process industry environment; International Journal of Operation Management v14n10, Dec 1994	
	5	"Promoman", Promotion Management System, Neilsen Marketing Research, 1992	
	6	RUTH N. BOLTON, "The Robustness of Retain-Level Price Elasticity Estimates", Journal of Retailing, vol 65, No. 2, Summer 1989	
	7	COX, et al., "Competing On Price: The Role of Retail Price Advertisements In Shaping Store-Price Image", Journal of Retailing, vol 66, No. 4, Winter 1990	
	8	ALLENBY et al, "Reassessing Brand Loyalty, Price Sensitivity and Merchandising Effects on Consumer Branch Choice", Journal of Bus & Economic Statistics, Jul 1995, vol 13, No. 3	
	9	SCHINDLER et al., "Increased Consumer Sales Response Through Use of 99-Ending Prices", Journal of Retailing, vol 72(2), pp 187-199	

<b>Examiner Signature</b>		<b>Date Considered</b>	
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<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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